



OUR MISSION: *The mission of the Urban League of Greater Madison is to ensure that African Americans and other community members are educated, employed and empowered to live well, advance professionally and contribute to the common good in the 21st Century.*

OUR HISTORY: The Urban League of Greater Madison has maintained a stable and vibrant 501(c)(3) nonprofit operation serving Dane County, including the City of Madison, since 1968. We are an independently incorporated affiliate of the National Urban League which has led the movement for opportunity and civil rights for more than 100 years nationally and in virtually every major metropolitan area in the nation. Our education, employment, and empowerment programs serve more than 2,000 youth, adults, and families each year, and thousands more are impacted through a multitude of community engagement and advocacy activities.

URBAN LEAGUE ADVANCE EMPLOYMENT CENTER: In response to an open request for proposals issued by the City of Madison, the Urban League has proposed a three point plan to lead a collaborative effort in operating the city-owned facility at 1233 McKenna Blvd. to: (1) Serve as a satellite to deliver the comprehensive array of employment and training services offered directly by the Urban League and its many partners through our ADVANCE Employment Services; (2) Coordinate the initial group of collaborative partners that have agreed to utilize the Center as an outpost of the Dane County One-Stop Job Center; (3) Utilize the space for community meetings, events, and other community engagement activities that further the aim of increasing access to quality employment and training opportunities.

The following outlines our initial proposal for operation of the center during its first 24 to 36 months of operation. We expect the proposed plan of operation and the mix of programming to be offered will evolve over time based on needs identified by neighborhood residents the availability of resources.

URBAN LEAGUE ADVANCE EMPLOYMENT SERVICES: The Urban League of Greater Madison has been providing demand-driven employment and training services to the Greater Madison community since our founding. Our services include career counseling and assessment, foundational work readiness and career pathway skill training academies, individualized job placement and retention coaching, diversity services for businesses, featured employment events, and much more. In 2014, our Board of Directors adopted a strategic plan that redoubled our commitment to helping unemployed and under-employed adults secure career pathway job opportunities. The plan included a focus on increasing the number of individuals securing employment through our various adult employment programs from 136 the prior year to 200 in 2015, 250 in 2016, and 1,500 by 2020. We exceeded our goal in year 1 of this plan, placing 206 individuals into employment by the end of 2015. We will utilize the Center as an outpost for offering a mix of the following employment services:

- **Employment training**
 - ✓ Work readiness (including national certification)
 - ✓ Industry specific (Trades, Customer Service & Sales, IT Help Desk, Healthcare Administration, Food Service)
- **Individualized coaching, job placement, retention**
- **Business engagements**
 - ✓ Featured employer events



- ✓ Diversity consulting, training, and annual Summit
- **Part of the public workforce system**
 - ✓ WIOA/WorkSmart, FoodShare Employment (FSET), Dane County Job Center
 - ✓ United Way HIRE, Construction Employment Initiative (CEI), MATC

PARTNERS: The Urban League has a longstanding track record as a leader and partner in multi-agency, public/private partnerships. We have secured commitments from an initial group of collaborative partners, and expect this to continue to grow.

Dane County Department of Human Services/Dane County Job Center: Deployment of a new Dane County Economic Support Specialist (ESS) to be based at the Center for 32 hours each week. The ESS worker will be able to assist with access to assistance programs including W-2, FoodShare, BadgerCare/Medicaid and Child Care and provision of and referrals to other employment services.

Workforce Development Board of South Central Wisconsin (WDBSCW): Will provide access to services through the U.S. Department of Labor's Workforce Innovation and Opportunity Act such as WIOA enrollment and assessment; Job coaching, placement, and retention services; Connections to business; Demand-driven, career pathway training academies; Work Experience and On the Job Training Opportunities and; Employment and career readiness services for in-school and out-of-school youth such as the Middle College Program.

Wisconsin Youth Company/Elver Park Neighborhood Center: Will share space when appropriate, collaborate on community engagement activities, and coordinate referrals.

Madison Area Technical College: Will collaborate to increase recruitment into existing career training academies such as the Healthcare Administration and Customer Service/Sales and provide classes at the Employment Center such as adult basic education and GED preparation classes.

Briarpatch Youth Services: Will offer Youth Job Center youth employment training, youth job search and applications sessions, job coaching to youth once placed in employment, and summer employment training. They will also use the Center to increase access to the Madison Street Team.

INITIAL PLANNED HOURS OF OPERATION: Open at least 40 hours/week. Open at least 2 evenings/8 hours per week. Open at least 2 weekends per month

INITIAL PLANNED STAFFING PLAN: Full time Director (will be part of ULGM workforce services team); Full-time Dane County Economic Support Specialist; ULGM Employment Specialists available at least 16 hours/week; ULGM Business Services Specialist at least 16 hours month; ULGM training specialists as needed; Part time receptionist & facility maintenance; Additional internship and work experience opportunities.

COMMUNITY ENGAGEMENT AND NEXT STEPS: ULGM senior staff will hold a series of community meetings/focus groups and individual meetings with key organizations and stakeholders in the neighborhood to gather input. We will establish an Advisory Committee and a Program Design & Implementation team to help guide planning and operations during first 12 months. We